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AUTHOR	Nichols, James O.
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ABSTRACT

This guide is intended for use by college or university administrators or departmental chairs responsible for implementation of educational outcomes assessment and institutional effectiveness evaluation processes. An introductory chapter explains the guide's purpose, defines key terms in assessment terminology, and explains the institutional assessment paradigm around which the guide is organized. The second chapter focuses on preparation of statements of intended educational (student) outcomes at the departmental level and how these statements serve as the basis for assessment activities. Chapter 3 addresses the assessment of student learning and sees such assessment as a means to program improvement. It describes, with examples, a variety of qualitative and quantitative assessment measures. The following chapter considers how to use and document assessment results to improve instructional programming organized around changes in "what is taught" and "how it is taught". Chapter 5 examines implementation of institutional effectiveness measures within administrative or educational support departments. It relates the proposed approach to others including Management by Objectives, Total Quality Management, and Continuous Quality Improvement. The final chapter summarizes the critical issues in implementation of educational outcomes assessment at the departmental level. Appendices provide blank assessment record forms and sample completed forms. (DB)

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